ASAHI PENTAX ME

The culmination of automation: the Asahi Pentax ME

TOUGH TWINS

These twins are tough. They are made to take beatings.
To perform flawlessly time after time again.

They are also tough to beat when it comes to price and quality features. Born at the same time, these twins look alike, feel alike, and even cost about the same. But like human twins, each has a personality of its own. To discover which tough twin is the camera for you, be sure to read the brochures for both models: the Asahi Pentax ME and MX.

PURSUING THE IMPOSSIBLE

We live in a new age, a period of constant change. Cameras, for example, are no longer used as they were in the past. For, now, space scientists and aeronautical engineers wish to attach cameras to the launching pads of rockets and the wing-tips of jets. And adventurers desire to carry cameras with them into the densest jungles or to the tops of the tallest mountain peaks. There is a need, then, for cameras that are tough, cameras that are light enough to carry anywhere, and cameras that can be operated remotely.

Today, photographs are not taken exclusively by trained personnel. Cameras are used daily by businessmen, housewives, teachers, and students. The young and the old. The knowledgeable and the unknowing. Those with perfect vision and those with failing eyesight. For the above reasons, cameras that are extremely simple to operate and assure success from the very beginning are urgently required.

Another characteristic of the period in which we live is one of raging inflation. Therefore, more than ever before, there is a demand for quality cameras priced within the reach of the average person.

Until now, camera manufacturers have sought to meet each need with a different model. Thus, we have the rugged, professional model, the compact model, the inexpensive model, and the easy-to-use model. But Asahi Optical Co., Ltd., maker of the best selling Asahi Pentax, chose to draw upon the enormous experience it has acquired as a manufacturer of 6,000,000 cameras to pursue the impossible.

Imagine, if you will, trying to design a camera model to answer every photographic requirement. A camera that is stronger, but smaller; smaller, but with a larger viewfinder system; more sophisticated, in keeping with the latest electronic technology, but less expensive; and the ultimate in handling ease, simple enough for a child to operate, but with full professional potential, including motorized film transport.

The results of Asahi Optical Company's relentless quest for perfection are astounding. To leave the final choice to the user, two new models were developed, the completely automatic Asahi Pentax ME and the manually operated Asahi Pentax MX, both of which are the fulfillment of all aspirations of photo enthusiasts around the globe.

But don't take our word for it. Turn the pages and see for yourself one of the most exciting cameras of this decade, a camera that is matched in quality and features by none, but its own tough twin.

ASAHI PENTAX ME

• The camera for those in the know

There are many people who realize that when choosing a camera only the very best should be considered. For this is the only way to assure both years of trouble-free service and outstanding photographs.

There are very few, indeed, who do not know of the name Asahi Pentax. The leadership of the Asahi Optical Company, manufacturer of Pentax cameras, is beyond dispute, for the features we now take for granted in 35mm Single Lens Reflex cameras such as an instant-return mirror, through-the-lens metering, automatic exposure with an electronically controlled focal plane shutter, and exposure compensation – just to name a few – were invented by Asahi.

Long before the subject of compact cameras became the rage, Asahi Pentaxes were in wide use among professional cameramen as they represented the smallest quality camera available. This fact, by the way, explains the origin of the name "PENTAX," "PEN" meaning small. It is no wonder, then, that the world's smallest automatic camera, the ME, is a Pentax camera.

But Asahi is first and foremost an optical company. Corner-to-corner sharpness, crisp contrast, brilliant clarity, superb color rendition, and peerless mechanical performance are characteristics which have become synonymous with "SMC Pentax" lenses. Attesting to its advanced technology, Asahi Optical is the one who introduced to the photographic world the fantastic perspective of a full-frame fish-eye lens, as well as the advantages of multi-coating. Thus, those in the know chose Pentax for the ultimate in cameras and lenses.

• The camera for those in the dark

Many people are in the know. They realize they need, and want a camera that is accurate, durable, and part of a vast system. But until recently, such cameras were designed primarily for professionals. Learning to operate the many controls was almost like learning to fly a plane. Which is fine for those so inclined. But what about those of us who are grounded? Those of us in the dark? The ME is designed to fill this vacuum. You no longer need to take flight training to operate a camera of professional caliber. All you need do is press the smooth Shutter Release Button of the ME for perfect exposure everytime, automatically. Taking great pictures is now a snap.

Incidentally, even if you are literally in the dark, you can still effortlessly take perfect pictures (without flash) because the electronic shutter of the ME operates automatically for as long as 8 seconds. You can leave the task of exposure determination to the micro-computer built into the ME. All you have to do is focus and shoot. Never was a camera easier to handle. And it fits perfectly into your hands, so compact you hardly know it's there. Take a look at the next page to find out just how small the ME really is.

HOW DOES THE ME MEASURE UP ?

• Length

A mere 131mm in length, the ME is matchless in size.

• Maximum Height

Its petite 82.5mm maximum height is matched only by the Pentax MX.

• Depth

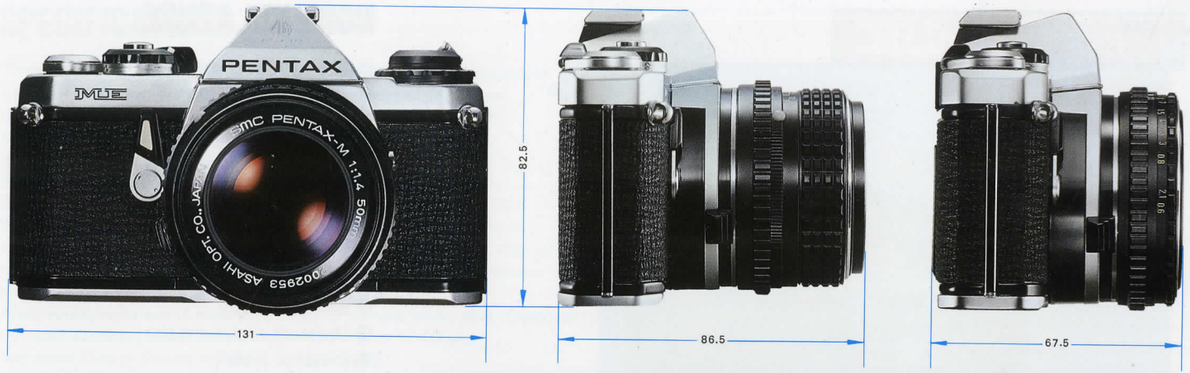
Regardless of the standard lens attached to the ME, it is second to none in terms of diminutive size: only 67.5mm deep with the 40mm f/2.8, 80.5mm with the 50mm f/1.7, and 86.5mm with the 50mm f/1.4 lens.

• World's Smallest

No matter how you look at the ME, it is unquestionably the smallest automatic 35mm SLR around.

• World's Lightest

Moreover, as indicated in the following table, it is also the lightest camera of its type available.



• ME Weight

Body only	460g
With 40mm f/2.8	570g
With 50mm f/1.7	650g
With 50mm f/1.4	700g

But don't let its minute size and light weight fool you. The ME is a heavyweight giant in terms of strength, features and performance. This mighty midget shares with the Pentax MX the toughest die cast body ever developed by Asahi Optical Company. Moreover, internal moving parts are actually larger than their counterparts found in the larger Pentax Spotmatic! The Asahi Pentax ME, then, measures up to be the world's smallest, lightest, strongest and easiest handling automatic 35mm SLR.

The full-frame 35mm Asahi Pentax ME is actually smaller than a "Pocket" 110 SLR! Smaller than the original (German range-finder) miniature camera!

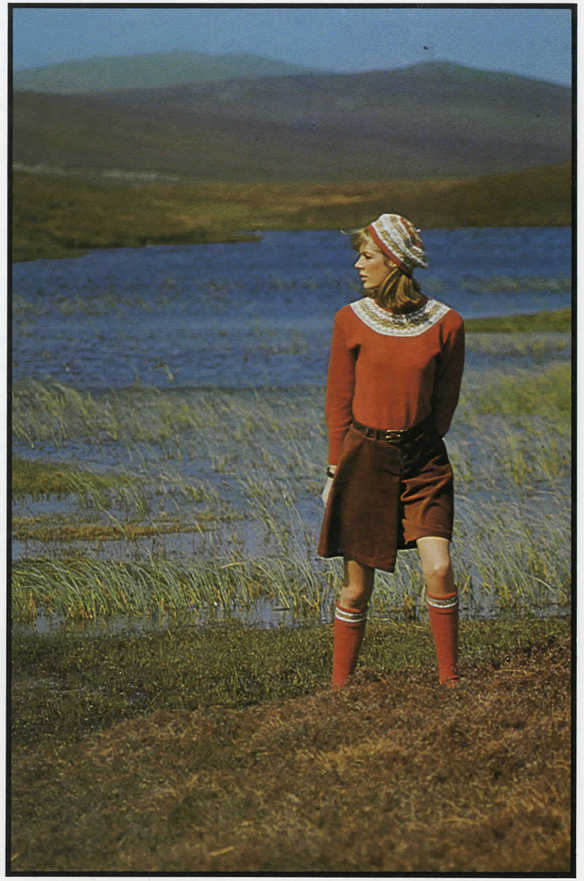
ASAHI PENTAX ME

NOMENCLATURE

1. Exposure counter
2. Shutter release button
3. Rapid-wind lever
4. Shutter dial
5. Hot shoe
6. Exposure compensation dial
7. Film rewind knob/Back cover opener
8. X-sync socket
9. Neck strap ring lug
10. Self-timer lever
11. Upraised alignment dot
12. Distance scale
13. Depth-of-Field Scale
14. Aperture ring
15. Focusing ring
16. Film transport coupler
17. Film rewind button
18. Winder/Tripod receptacle
19. Battery chamber
20. Winder direct contact terminal
21. Guide pin channel

SPECIFICATIONS

Type 35mm full-frame SLR camera with aperture-priority automatic exposure electronic focal-plane shutter and open-aperture center-weighted Through-The-Lens metering.
Lens mount Pentax K bayonet.
Standard lenses
SMC Pentax——— 50mm f/1.2 SMC Pentax-M——50mm f/1.7
SMC Pentax-M——50mm f/1.4 SMC Pentax-M——40mm f/2.8
Shutter Seiko MFC vertical-run metal focal-plane shutter; automatic exposure electronically controlled between 1/1000 and 8 sec.; manual mechanical speed of 1/100 sec. plus B; provided with shutter button lock and "Cocked" indicator.
Flash synchronization X socket on front of camera body, plus X-contact hot/cold accessory shoe; X flash synchronizing at 1/100 sec.
Self-timer Delays shutter release 4 ~ 12 seconds.
Viewfinder Silver-coated pentaprism finder; split-image microprism focusing screen; 92% of picture-taking area visible and 0.97x magnification (with 50mm lens at infinity), -0.5 diopter eyepiece. LED dots inside viewfinder indicate automatically selected shutter speeds, plus over and underexposure warning. Correction lens adaptor M, Magnifier M and Refconverter M fit the viewfinder frame.
Mirror and diaphragm Instant-return mirror and automatic diaphragm.
Film wind and rewind Single-stroke rapid wind lever, plastic-tipped for winding comfort. 135° throw with stand-off angle of 30°. Rapid rewind crank for speedy film rewind.
Film loading New magic-needle quick/sure loading.
Automatic winder ME camera body accepts the new 1.5-frames-per-second automatic film winder, for consecutive or single frame exposure operation.
Exposure counter Automatic reset type.
Exposure meter Open-aperture, center-weighted Through-The-Lens meter, with GPD cells for fast light response, with LED exposure read-out; film advance lever and shutter release button acting as meter switch. Exposure range; EV1 - 19 (ASA100 f/1.4). Film speed range: ASA12 - 1600. Exposure compensation dial: 1/4x, 1/2x, 1x, 2x, 4x.
Battery Two 1.5V silver oxide batteries (G13); LED's double as battery check lamp.
Back cover Standard back with memo holder, interchangeable with Dial Data ME for data recording on film.
Body size 131mm x 82.5mm x 49.5mm.
Body weight 460 grams.



ME ELECTRONIC MARVEL

• Built-in Micro-Computer

Computers are servomechanisms, that is they are machines designed to serve man. By freeing him from consuming countless hours in performing trivial calculations, they enable man to spend his time concentrating on the important matters at hand.

As a user of an Asahi Pentax ME, you will not have to waste time making calculations or matching needles. You are free to concentrate on the image, and shoot spontaneously, leaving the determination of exposure to the infinitely faster and more accurate micro-computer built-into your ME.

• Miniaturization and Durability

By employing the latest Integrated Circuit (IC) and Large Scale Integration (LSI) technology, Asahi Optical has been able to develop the world's smallest and most accurate 35mm SLR.

The electronization of a camera adds to its durability in three ways:

1. By drastically reducing the number of moving parts. Fewer moving parts means fewing things to go wrong.

2. By reducing the number of moving parts, space is created to enlarge and strengthen the parts remaining.

3. The IC's, LSI's, Flexible Circuit Boards, and Photo Diodes utilized in electronic cameras are non-moving parts which can not disengage, wear out, get clogged, or break, offering unheard of durability.

By way of example, although conventional cameras utilize tiny cables, minute chains, small nylon cords, or gears to couple the ASA (film speed), shutter speed, and aperture settings, the all-electronic ME accomplishes the same task by making use of indestructible variable resistors for electrical, not mechanical, coupling.

• Efficient Circuitry

Most electronic cameras employing electronic circuitry require 6 volts to operate, but Asahi Optical's acclaimed Electronic Engineering Division developed a fully electronic camera, the ME, which merely requires two readily available and inexpensive 1.5V silver oxide batteries.

Not only is the voltage requirement 1/2 that of most other cameras, but electrical consumption of the exposure measurement system is only 1/10 that of the ME's nearest competitor. For this reason, the Asahi Optical claim of expected battery life reaching one year may be judged as a modest rather than overly optimistic statement.

UNIQUE CIRCUITS

• Stabilizer Circuit

The Pentax ME has a Stabilizer Circuit to virtually all but eliminate the problem of neighboring LED's alternately flickering (a common occurrence whenever correct exposure is mid-way between that indicated by two LED's). Moreover, on the rare occasion that a flicker may occur, the user can instantly eliminate it by rotating the Aperture Ring 1/2 stop (one click-stop) in either direction. By doing away with the flicker, Asahi Optical has done away with a source of distraction, so that one can concentrate on the subject without being annoyed by "blinking lights" in the viewfinder.

• Hold Circuit

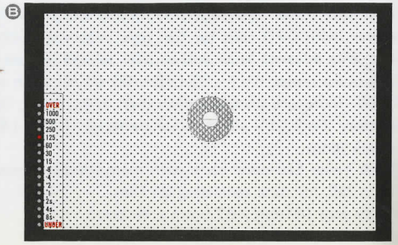
Also unique is the Hold Circuit which, like the Stabilizer Circuit, is designed to spare the user from needless distraction. In cameras which incorporate an LED Panel for exposure read-out within the viewfinder, the illuminated LED appears to skip to the bottom of the panel and then jump back to its correct position again, a step at a time, whenever an exposure is made. This phenomenon, which occurs in an instant, is due to the rising and falling of the mirror during exposure. As the mirror rises, the amount of light reaching the light receptors progressively decreases, causing the LED display to move downward. Conversely, as the mirror returns to its normal position the LED dot retraces its steps back to its former position. This rising and falling distraction has been entirely eliminated in the Pentax ME because of the Hold Circuit which "holds" the LED in its correct position even during the movement of the mirror. Of course, both the Hold and Stabilizer Circuits are exclusive to the Pentax ME.

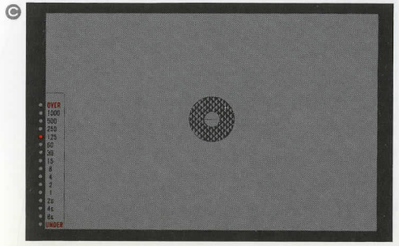
• Battery Check Circuit

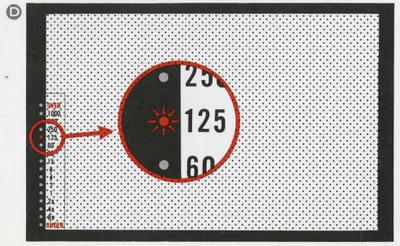
Most quality cameras have a method to check battery condition. If the tested batteries prove to be too weak to assure accurate functioning of the camera, the user replaces them with fresh batteries which he tests before using.

Unfortunately, battery check provision is only useful as long as the user remembers to utilize it. Leaving nothing to chance, the Asahi Optical engineers have designed a *Battery Check Circuit* for the ME which does all the work, without forgetting, for you. Each time you attempt to take a picture, an electrical signal passes through the battery Check Circuit for inspection, and if it determines battery voltage has dropped to a level insufficient to guarantee reliable performance of the micro-computer, the Battery Check Circuit causes the LED visible in the viewfinder to flash on and off as a warning to change batteries.

Just another "extra" from Asahi Optical, but that is what Pentax cameras have always been about: extra features, extra quality, extra performance.







Ⓐ Samples of the two 1.5V silver oxide batteries used in the ME.

Ⓑ For viewing comfort, only one LED is visible in the viewfinder at a given time.

Ⓒ The position of the LED remains constant even during mirror "blackout."

Ⓓ The LED flickers as a warning to change batteries.

ME EXPOSURE MASTERY ME

ANOTHER PENTAX FIRST! GALLIUM ARSENIC PHOSPHORUS PHOTO DIODES

A camera is merely a tool to take pictures. This simple fact is often forgotten. If your pictures are constantly over or underexposed, your camera cannot be considered a very good tool. In this regard, the exposure meter can be considered the very heart of any camera. This is a point worth considering when selecting your next camera.

As the first maker to put the exposure meter where it belongs, behind the lens of the camera, Asahi Optical Company is the acknowledged leader in the field of exposure measurement. Thus, it comes as no surprise that Asahi Optical is responsible for the latest development in photo diodes, that is, the receptors that measure the light passing through the lens. While most manufacturers are still in the process of switching from CdS cells to the superior Silicon Photo Diodes, Asahi has introduced a revolutionary new type of light sensor, the Gallium Arsenic Phosphorus Photo Diode, and the Pentax ME and MX are the world's only cameras utilizing these new super sensitive diodes.

• 1,000 Times Faster in Response

The new Gallium Arsenic Phosphorus Photo Diode, GaAsP-PD or GPD for short, is 1,000 times faster in response than the CdS cells still used in the majority of cameras. Consequently, there is no time lag in exposure measurement when suddenly switching from a bright, to a dark subject. With Winder ME attached to the ME, one can shoot at a rapid-fire 1.5 fps rate, constantly changing position, from the sun to the shade, and each and every frame will be perfectly exposed every time.

• Completely Insensitive to Infrared Rays

Although superior to CdS cells, Silicon Photo Diodes are sensitive to infrared rays. For example, when photographing a snow covered landscape painted red by the evening sun, Silicon Photo Diodes respond to the infrared rays causing underexposure. To eliminate the above problem, SPD's are fitted with a special filter to absorb the unwanted rays. However, the filter is not entirely successful, as a small portion of infrared rays still find their way through the filter. But the new GPD's developed by Asahi Optical are entirely insensitive to infrared, thereby assuring the ultimate in exposure measurement accuracy every time.

• Low Light Level Accuracy

Photo diodes work on the principle of converting light energy into electrical energy. Ideally, when conducting an exposure measurement in absolute darkness, no current should flow through the metering system. Nevertheless, a minute flow of current is inevitable with present-day materials. Significantly, in absolute darkness, GPD's have an electrical flow varying from 1/10 to 1/100 that of SPD's. Thus, GPD's offer unprecedented accuracy in low levels of illumination.

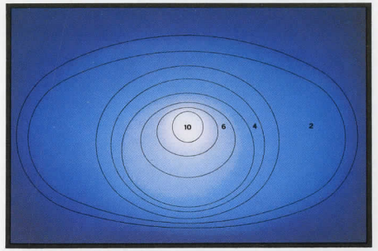
• Optimum Reliability

An inherent weakness of SPD's is their sensitivity to temperature changes. In temperature extremes, whether high or low, their reliability falters, resulting in imperfect exposure measurement. To overcome this obstacle, Asahi Optical developed the GPD's which exhibit a level of reliability never before attained. Moreover, to further enhance their already stable characteristics, a Temperature Compensation Circuit is employed to ensure Pentax ME users can take pictures with confidence in summer and winter, as well as spring, and in the tropics and frigid zones as well as in temperate climates.

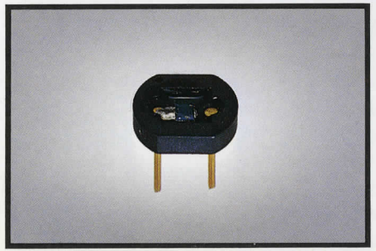
• Center-Weighted Exposure Measurement

Two GPD's are used, one on each side of the eyepiece, to make an exposure measurement with primary emphasis upon the central portion of the focusing screen. As you can see by the diagram below, little importance is attached to the four corners of the focusing screen. Therefore, regardless of how the camera is held, horizontally or vertically, the GPD's concentrate on the most important area of your picture for perfect exposure every time.

• The Center-Weighted patterns of the ME. Figures denote percentage of importance placed upon area by the GPD's



• Gallium Arsenic Phosphorus Photo Diode

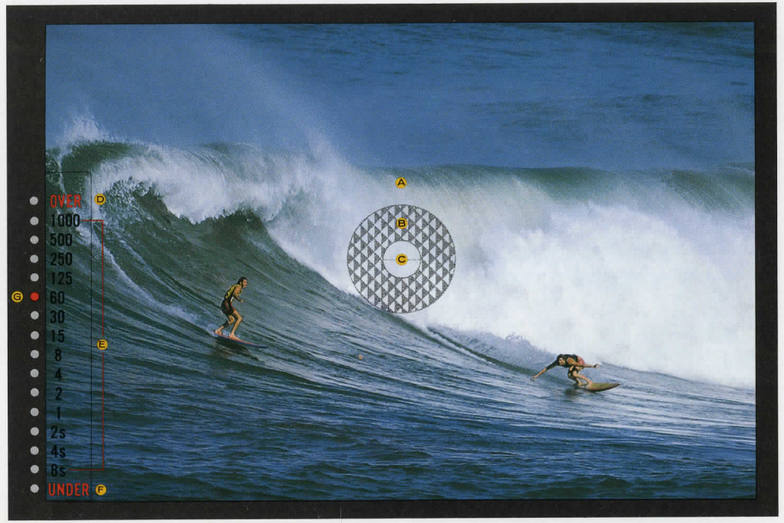


NEVER HAVE YOU SEEN IT SO GOOD!

• Brilliant Pentax Panoramic Viewfinder

Picture-taking has never been so easy. Take a look through the brilliant Pentax Panoramic Viewfinder. The specially silvered pentaprism renders a brilliant image under all lighting conditions. And for pin-point accuracy there are three focusing aids to choose from, Split-Image, Micro-Prism or mat. There is no longer any need to hamper composition and focusing with a dim and undersized viewfinder when you can choose a Pentax ME.

- A Mat Focusing Screen
- B Micro-Prism Collar
- C Split-Image Focusing Aid
- D Overexposure Warning
- E Shutter Speed Scale
- F Underexposure Warning
- G Light Emitting Diode



● LED's in the Viewfinder

In keeping with the very latest technological advances, LED's (Light Emitting Diodes) are used instead of a moving needle to indicate the shutter speed automatically selected by the ME. Other manufacturers are still wondering how Asahi Optical Company managed to put 16 LED's into the viewfinder of the world's smallest camera. As difficult as it was to accomplish, Asahi Optical was determined to employ LED's because they are shockproof, jamproof, foolproof, unaffected by temperature and humidity extremes, and always prominently visible.

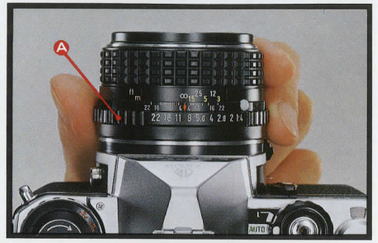
The row of 16 LED's is parallel to the Shutter Speed Scale visible within the viewfinder, and as soon as the meter is switched on, one LED illuminates, indicating whether over, under, or correct exposure would result. When the prevailing lighting conditions would result in correct exposure, the glowing LED indicates the approximate shutter speed automatically selected by the ME. For example, if the built-in micro-computer of the ME determines 1/131 sec. is the required shutter speed for perfect exposure, a circuit will illuminate the LED occupying the space next to the nearest indicated speed (in this case, 1/125 sec.).

● Perfect Visibility

When looking through the Pentax Panoramic Viewfinder, 92% of the picture taking area is visible. Because this percentage corresponds perfectly with the area visible in the color slides and prints you obtain from your photofinisher, you always see exactly what is being recorded. Moreover, viewing comfort is greatly enhanced by the large, almost life-size magnification (0.97 x with 50mm lens).

● Choice of Shutter Speed

Should the brightly-lit, red LED indicate over or underexposure, or if you wish to change the automatic shutter speed, just rotate the Aperture Ring until the LED indicates the shutter speed of your choice.



● Rotating the Aperture Ring Ⓐ automatically changes the shutter speed.

THE ULTIMATE IN HANDLING EASE

The petite ME with its rounded corners and contoured edges fits perfectly in one's hands, with all the controls falling in the right places. The ME is more than a compact and lightweight automatic camera, it is human-engineered for the ultimate in handling ease.

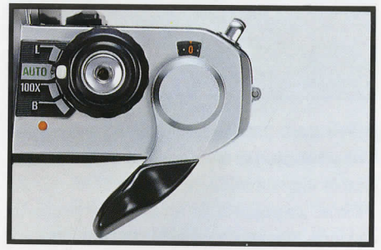
● Unique Meter Switch

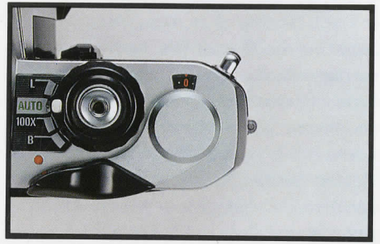
Pull the Film Advance Lever out 30° to the ready position and it will click into place. Then push down slightly on the Shutter Release Button to activate the meter. Even after releasing pressure from the Release Button, the meter will stay on. You can shoot frame after frame and the meter will remain on as long as the Advance Lever is at the 30° ready position.

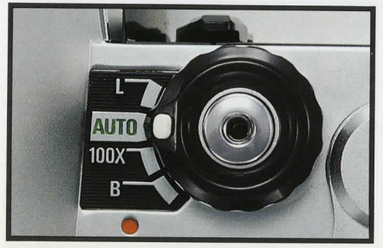
To turn off the meter, merely push the Advance Lever flush with the camera top. Even with the Advance Lever at this position, the meter will go on each time the Shutter Release Button is depressed, automatically going off after releasing pressure.

Additionally, the meter is automatically switched off, irrespective of the position of the Film Advance Lever, whenever the Shutter Dial is set to "LOCK."

In summary, the meter can be turned on and left on, or it can be switched on only at the moment of exposure. And the meter can be turned off with either the Film Advance Lever or the Shutter Dial. Only Pentax cameras offer as many options.







● Smoothest Film Advance Lever

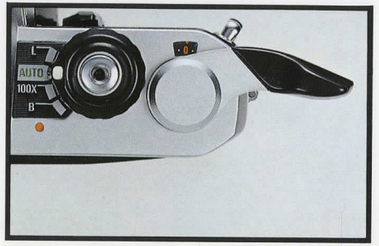
The film advance of the ME is so smooth that one may mistakenly believe the camera is not loaded with film.

The smoothly moving Film Advance Lever requires less force (2.8kg-cm) to transport the film than any other camera, regardless of price. This simply means you can effortlessly shoot frame after frame, without tiring.

● Short Throw

Not only is it smooth, but moving the Advance Lever in a short 135° arc is all that is necessary to transport the film and cock the shutter. The large plastic thumb grip further simplifies advancing the film. Additionally, since the design of the ME eliminates any fear of the Advance Lever striking one's eye, the film can be advanced, frame after frame, without any need to shift the camera away from one's eye while shooting.

In a word, camera users have never had it so good.



THE INVISIBLE SHUTTER DIAL !

Even the name is different. It is no longer called "Shutter Speed Dial," but merely "Shutter Dial" for the simple reason that there are no speeds indicated on the black, doughnut-shaped dial. Highly unconventional at that! But there's "method in the madness," a reason for it, even if it is not evident at first.

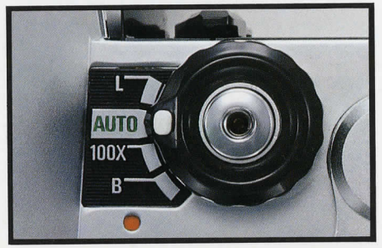
Conventional Shutter Speed Dials have limitations and weaknesses. If the dial has a range of 1/1000 - 1 sec., for example, there are only 12 shutter speeds to choose from: 1/1000, 1/500, 1/250, 1/125, 1/60, 1/30, 1/15, 1/8, 1/4, 1/2, 1 sec., and B (Bulb). One cannot use intermediate speeds, such as 1/111, 1/850, 1/3, or 7/10 sec. In fact, if the Shutter Speed Dial were to be inadvertently set to an intermediate position between click-stops, INCORRECT EXPOSURE would result.

●The Auto Setting

Asahi Optical has eliminated the above problems with their remarkable Shutter Dial. Under normal conditions the dial is set so that the white index button is aligned with the word "AUTO."

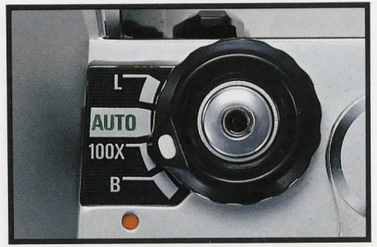
The white index button found on the rim of the Shutter Dial also doubles as a lock button. Thus, when set to "AUTO," the Shutter Dial automatically locks into place, preventing one from

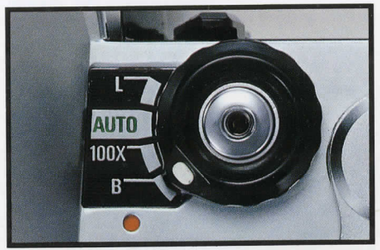
accidentally moving it off "AUTO." When set to "AUTO," it is impossible to make a mistake. For as soon as the Shutter Release Button is depressed, the electronic brain of the ME computes the correct exposure, and accordingly adjusts the speed of the electronic shutter in a stepless range of 1/1000 - 8 sec. Regardless of how subtle a change occurs in the lighting conditions, the shutter is precisely and instantaneously set to render optimum exposure. Needless to add, even Asahi Optical Company with its superior technology would find difficulty designing a Shutter Speed Dial with click-stops for all of the shutter speeds provided by the electronic shutter of the ME: 1/1000, 1/999, 1/998, 1/997 . . . 7.7, 7.8, 7.9, 8 sec. For this reason, the Shutter speeds have been removed from the top of the dial and burried deep into the electronic brain of the ME. Unconventional? Yes, but the "Invisible Shutter Dial" of the ME means greater accuracy, unprecedented handling ease, and foolproof operation.



- **The 100X Setting**

Push in on the white index button to unlock the Shutter Dial and it can be set to the 100X setting. The Shutter Dial is set to this position when using electronic flash. Since a mechanical shutter speed is employed at the 100X setting, it can also be used in emergencies. That is, when you need, but do not have, fresh batteries. To use, merely set the Shutter Dial to this position (1/100 sec.) and manually set the aperture judged appropriate on the Aperture Ring of the lens. The 100X setting is also used when loading the camera with film and shooting blanks. It eliminates unnecessary waste of battery power and prevents unduly long exposures from occurring at such a time (exposures of several seconds in length may occur when shooting blanks with the Shutter Dial set to "AUTO" and the lens cap on).



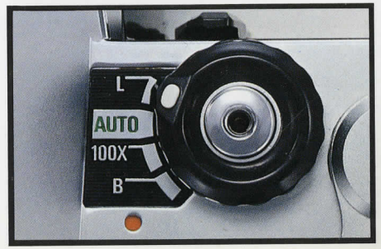


- **The Bulb Setting**

The white index button of the Shutter Dial is aligned with "B" (Bulb) for "Time" exposures of longer than 8 seconds. Of course, a cable release and tripod are used at such a time.

- **The L Setting**

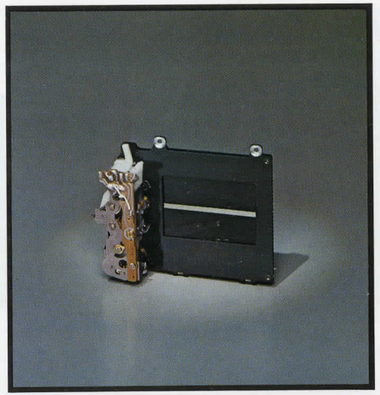
Rotating the Shutter Dial to the L (Lock) setting will lock the Shutter Release Button, preventing accidental release of the shutter. Even when the shutter is not cocked, it is a good idea to lock the Release Button, as any pressure accidentally applied to it will result in unnecessary electrical consumption.

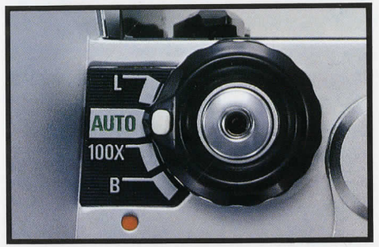


FEATURES GALORE

- **Seiko MFC Shutter**

The all-metal focal plane shutter jointly developed by Seiko and Asahi Optical for the Pentax K2 has already achieved considerable recognition for its accuracy, minimal noise and vibration, and durability in all temperature extremes. This remarkable shutter has been further developed to its new compact size, making it possible to create the smallest, automatic 35mm SLR yet. It has an extensive range of shutter speeds, 1/1000 - 8 sec., which varies steplessly for fine exposure control. Consequently, any and all intermediate shutter speeds, such as 1/127, 1/128, 1/129, and so on, are possible. This shutter, then, is to conventional shutters, what a zoom lens is to a conventional lens, in that both offer a continuously variable range. It is also the first metal focal plane shutter which can be used with an auto winder and fired at a rapid 1.5 fps rate. Additionally, there is no focal plane shutter, regardless of type, that is quieter than the Seiko MFC. In a word, this shutter represents the peak in shutters designed for exposure automation, and its development was only possible because of Asahi Optical's long experience as the first to introduce electronic-shutter exposure automation.



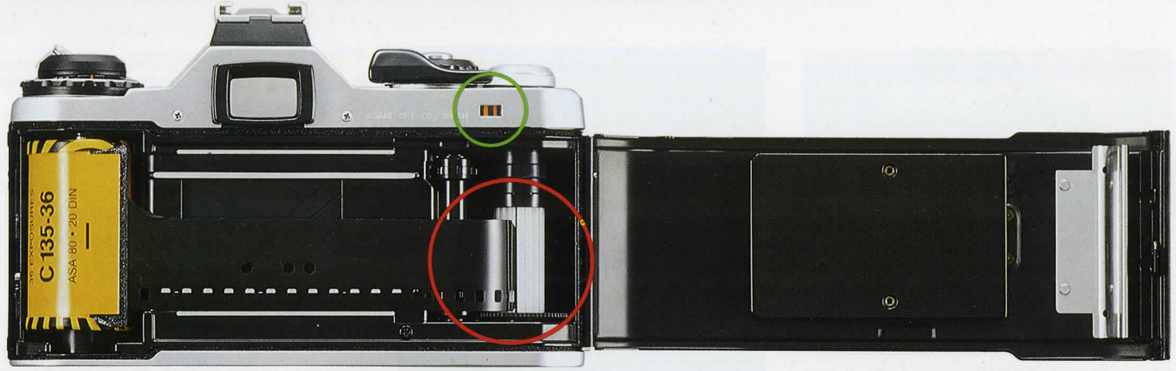


- **Shutter Cocked Indicator**

A glace at the small window found beneath the B (Bulb) index immediately informs the user whether the shutter is cocked or not. When cocked, the indicator changes from black to red, warning the user to lock the Shutter Dial when the camera is temporarily not being used, thereby preventing accidental release of the shutter.

- **Self-Timer**

The Self-Timer can be used when desiring to appear in the picture. It can also be used in lieu of a cable release in emergencies, as it will trip the shutter without vibrating the camera. To cock the Self-Timer Lever, simply rotate it 90° downward. Once cocked, it can be by-passed as often as desired by releasing the shutter with the Release Button. When ready to use the cocked Self-Timer, just give the lever a slight upward push and it will immediately start to operate. In other words, the Self-Timer Lever functions as its own start lever. This new design completely does away with the small, difficult to manipulate Self-Timer Start Button which is found on many cameras. When the Self-Timer Lever is in its normal, vertical position, it is up and out-of-the-way, offering the right hand an unobstructed grip on the camera body.



• "Magic Needle" Loading

Camera users desire a simplified film loading system. This fact explains the popularity of instamatic and 110 pocket cameras which feature drop-in loading. Responding to the above need, Asahi Optical has developed the unique "Magic Needle" Loading system for the Pentax ME and MX.

The Film Take-Up Spool consists of 16 "Magic Needles": white, semi-flexible, indestructible, plastic rods. To load film, simply thrust the tip of the film leader between any two "Magic Needle," advance film until the perforations engage with the upper and lower sprockets, and close the back cover.

When inserting the tip of the film leader, the "Magic Needles" instantly accept the film regardless of the angle at which it is held and inserted. As the film leader is advanced, the "Magic Needles" automatically take up all of the slack, so that the film snugly and evenly hugs the needles. When the film is rewound, the film leader tip freely disengages from the "Magic Needles" for trouble-free operation. For rapid, sure, and smooth loading, there is nothing quite like the newly developed Pentax "Magic Needle" Loading system.

• Film Transport Indicator

The orange stripes visible in the Film Transport Indicator Window flicker when film travels safely through the camera, whether being transported (advanced) or rewound. A mere glace is all that is required, therefore, for confirmation that the film is travelling correctly. Of great use when rewinding, you can tell at once when it is safe to open the Back Cover, for

the indicator will stop flickering at the moment the film leader tip disengages from the "Magic Needles."

• Exposure Compensation Dial

The Asahi Pentax ES was the world's first automatic camera to be provided with Exposure Compensation provision. Ignoring no important features, the ME continues in the same tradition. A simple twirl of the Exposure Compensation Dial allows the photographer to instantly alter the automatic exposure by up to ±2 full stops. The dial has the following positions:
4x normal exposure (2 stops overexposure),
2x normal exposure (1 stop overexposure),
1x normal exposure (no compensation),
1/2 normal exposure (1 stop underexposure),
1/4x normal exposure (2 stops underexposure).

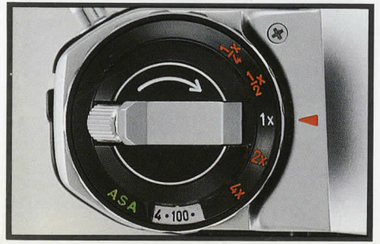
The Exposure Compensation Dial is your assurance that you are always in control. Whether it is a subtle change of mood you wish to create with deliberate under or overexposure, or correction you wish to make for unusual lighting, such as backlight, you will always be able to accomplish your aim when you own a Pentax ME.

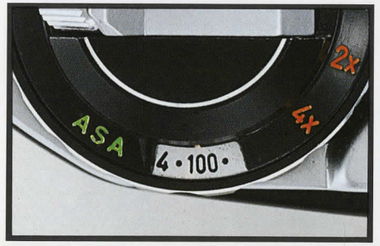
• Comprehensive ASA Range

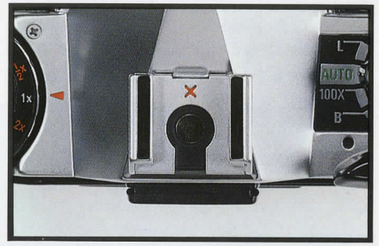
Nothing is more frustrating than not being able to use the film of your choice because of a limited ASA range provided by the camera you are using. The comprehensive range of the ME, ASA 12-1600, means you are free to use Kodachrome 25 at one instant and a roll of Tri-X pushed to ASA 1600 at the next moment. You are literally free to shoot anything under the sun (or in the dark, for that matter).

• Built-on Hot Shoe

The built-on Hot Shoe allows you to use a flash unit without need of plugging in a cord. Of course, for flash units without direct contact terminals, an X-Sync Terminal is provided on the camera body to accept the plug of the unit. The X-Sync Terminal is provided with standard threads, assuring that the plug will stay in place. Finally, even if the Hot Shoe is inadvertently touched, a built-in circuit breaker completely eliminates the possibility of receiving an electric shock when using off-camera flash. Thus, nothing was overlooked for the flash enthusiast.







AUTOMATIC WINDING

• Winder ME

One of the most exciting features of the ME is the fact that it will accept Winder ME for automatic film transport. The Winder attaches to the Tripod Socket of the ME in only an instant, and when attached, it is possible to follow the fastest action, shooting at a rapid 1.5 frames-per-second.

Of course, at the mere switch of a dial, it is possible to change from shooting 1.5 fps consecutively, to shooting one frame at a time. Unlike motor drives, the Winder is extremely compact and lightweight. Consequently, the balance, rapid handling capabilities, and ease of operation are fully retained. The Winder has a large grip which fits perfectly into the right hand and is equipped with its own Trigger Release which is instantly accessible to the index finger of the right hand. Not everyone needs Winder ME, but even if you do not use it, it is nice to know your camera is strong enough to function perfectly thousands and thousands of times in rapid succession. It is also nice to know that regardless of the speed at which the film is transported, the instantaneously responding, super sensitive GPD's of the ME measure the in-coming light for each individual frame, rendering perfect exposure each time. Information on and examples of the uses of motorized film transport are given on the following page.

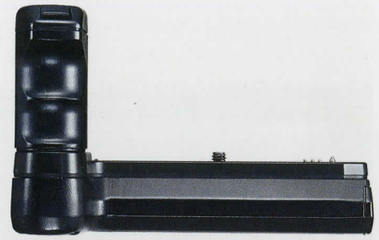
• Additional Features

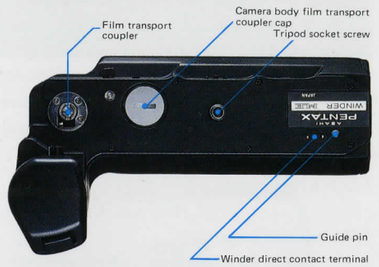
Additional features of the ME include a removable back which is instantly detachable and interchangeable with a data back: Dial Data ME. It makes it possible to imprint data on each frame as the exposure is made.

Further information on the unique Data Back appears later in this brochure.

Other features are the rounded corners and contoured edges for the perfect "fit"; a non-slip, sure-grip body surface; legible and automatic resetting Exposure Counter; reinforced Neck Strap Lugs for added strength; and most importantly, Pentax quality. The Pentax name engraved upon your camera is your assurance that you are receiving a quality, precision instrument, and that you will receive years of pleasure from its use.

Finally, and of equal importance, is the unique quick and sure Pentax K bayonet mount which will accept any of the presently available SMC Pentax lenses as well as any of the new compact and lightweight SMC Pentax-M series of lenses designed exclusively for the Pentax ME and MX. In a word, the Pentax K mount means you have a choice of any one of approximately 40 superb Pentax lenses to choose from.





THE WHYS AND WHEREFORES OF WINDER ME

• Ready for the Spontaneous Moment

With Winder ME attached to the ME, it is always cocked, ready for action. When the winder is set for single-frame exposure, the film is automatically advanced and the shutter cocked the instant you release your finger from the Trigger Release Button, leaving you prepared to respond to any photographic situation at once.

Moreover, by setting the unit for consecutive exposures and shooting a burst at 1.5 -frames per second, even the fleeting moment of a spontaneous smile, for example, is easily recorded.

• Action Photography

When the subject is moving rapidly, there often is no time to advance the film fast enough by hand. Thus, on occasions such as when attempting to photograph a baseball player sliding into home plate, or a flock of geese flying overhead, the need for a Winder is strongly felt.

• Uninterrupted Viewing

As the Winder transports the film for you, there is no need to remove the camera from your eye, for even an instant. Hence, you are free to concentrate exclusively upon the subject, wasting no time with minor details such as film transport.

• Sequence Photography

At times, a series of photographs taken in sequence are of much more value than just one or two photographs taken of the same subject. When photographing a trapeze artist soaring through the air, a golf player completing his swing, a ballet dancer doing a pirouette, and similar subjects, a Winder will allow you to take a sequence in rapid succession, thereby allowing you to tell the full story in a series of photographs.

• Assured Success

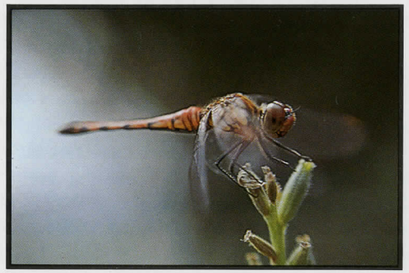
A pro may be on assignment to photograph an athlete as he crosses the finish line of a race. Needless to say, he will not have the opportunity to rephotograph the race if he fails to capture the moment his editors are interested in. Thus, the photographer must be assured of success from the very beginning. Only a Winder or motor drive unit can offer this assurance. This fact explains the reason why motor drive systems are widely used by pros, as they cannot afford to fail.

• Industrial and Scientific Applications

The Asahi Pentax ME and Winder ME serve science and industry in a variety of applications such as large scale copying. Moreover, when used with Dial Data ME, data is automatically imprinted upon each frame of the film.

•Photo Kishimoto

ASAHI OFFERS THE ADVANTAGES OF APERTURE-PRIORITY AUTOMATIC EXPOSURE



Presently, AE (Automatic Exposure) 35mm Single Lens Reflexes are of the Aperture-Priority and Shutter Speed Priority (also referred to as "Aperture-Preferred" and "Shutter Speed Preferred") types. By an Aperture-Priority AE camera, it is simply meant that the user sets the Aperture Ring of the lens to any position, such as f/8, and the electronic shutter of the camera is automatically set to operate at the precise speed necessary to render ideal exposure (e.g. 3/70 sec.).
With a Shutter Speed Priority camera, the opposite is true. That is, the user selects a shutter speed, such as 1/125 sec., and the aperture is automatically set to render correct exposure (e.g. between f/4 and f/5.6). The Shutter Speed Priority method, however, has several intrinsic weaknesses, and it is because of these weaknesses that Asahi Optical developed the remarkable Aperture-Priority AE system. After the introduction of the Pentax ES (world's first Aperture-Priority AE camera), the new AE system was instantly regarded as a revolutionary breakthrough and because of its merits, it was later adopted by most of the leading camera manufacturers.

● Shutter Speed Priority Weaknesses

Whenever meter coupling between the lens and camera body is disrupted, automation is entirely lost. For example, when the standard lens is removed and remounted in the reverse position, macro (close-up) photography is possible; however, because meter coupling is disrupted at such a time, the camera will not function automatically. Other occasions when automation is lost include whenever mounting the following on the camera: preset lenses, automatic lenses without meter coupling, mirror (reflex) lenses, adaptors, microscopes, telescopes, slide copiers, bellows, and extension tubes which do not have meter coupling. Whenever using any of the above, in addition to loss of automation, there are the following problems:

1. Handling Difficulty
When meter coupling is absent, the camera loses its automation, and the user must manually set the exposure in the following manner: adjust the Shutter Speed Dial, Aperture Ring, or both, until the Meter Indicator Needle which is visible in the viewfinder is aligned with the Stop-Down Metering Index. As the viewfinder usually grows dark on such an occasion, it is difficult to see the Indicator Needle and Stop-Down Metering Index, making alignment difficult. Moreover, the needle's response is usually sluggish at such times, making accurate exposure adjustment difficult.

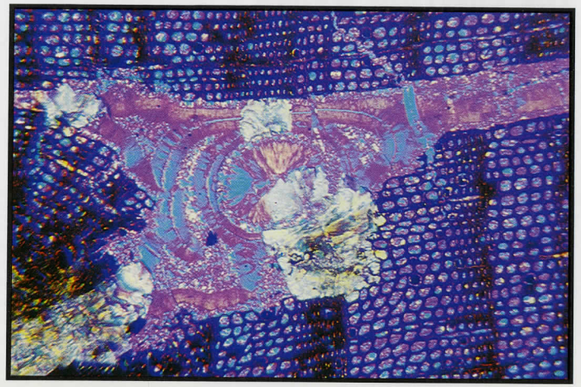
2. Cannot follow action
It is difficult to follow action, such as following sports with a mirror telephoto lens or following an insect with a bellows unit, because the exposure changes as the camera moves. Consequently, the photographer must keep his eye glued to the Indicator Needle, making constant exposure adjustments. In other words, the photographer is not free to concentrate on composition and focusing.

3. Diminished Accuracy
Whenever using an attachment which does not have a diaphragm (e.g. a mirror lens, telescope, microscope, slide copier), the Indicator Needle must be aligned with the Index Mark by rotating the Shutter Speed Dial. However, since the Shutter Speed Dial cannot be used between click-stops, perfect alignment is often difficult to attain, and may result in 1/2 stop over or underexposure.

4. Mistakes are Possible
When shooting rapidly, or when changing from one subject to the next, it is possible to forget to align the Indicator Needle with the Index Mark before releasing the shutter. Each time this mistake is made, incorrect exposure results.

● The Asahi-Developed Aperture Priority System

The Aperture-Priority system developed by Asahi Optical totally eliminates all of the weaknesses found in the Shutter Speed Priority method. AUTOMATION IS NEVER LOST. Regardless of what you mount on your ME (e.g. standard lens reversed, SMC Takumar screw lens via K Adaptor, or mirror lens), it always remains automatic. For perfect exposures every time, all you have to do is push the Shutter Release Button. Nothing could be easier. Or more accurate. Of course, when you leave exposure determination up to the electronic brain of the ME, following action is a cinch. Especially so when using Winder ME. Furthermore, mistakes are impossible because there is nothing to forget. And best of all, since Asahi Optical developed and perfected the Aperture-Priority system, you are assured of receiving the ultimate when you choose the ME, not merely a good imitation.



THE EXCITING WORLD OF INTERCHANGEABLE LENSES

Using a musical analogy, the SMC Pentax-M standard lens can be likened to a Stradivarius violin in that it is an instrument of the highest quality, developed after years of experience and research. Moreover, like the Stradivarius, it is renowned for its matchless performance and ability to create works of great artistic merit. Continuing our musical analogy, however extraordinary a solo performance on the Stradivarius may be, it was not designed for the sole purpose of being used alone, but rather was created so that it could serve as an integral member of a full-fledged orchestra. For were the Stradivarius to be used alone, we would be denied the opportunity of hearing the power of the trombones, the clash of cymbals, or the thunder of the timpani.

Similarly, if only a standard 40 or 50mm lens were to be used, it would not be possible to conquer distance by capturing with your Pentax camera a sea-sprayed surfboard rider soaring across the back of a mountainous wave. Neither could we fill the frame with a single dewdrop gleaming in the rays of the early morning sun. Nor could we encompass within one frame the all-surrounding splendor of St. Peter's Basilica. To the creative photographer, there could no more be a camera with but one lens than there could be to the pianist, a piano with but one key.

The SMC Pentax family of lenses represents the orchestra or keyboard of our musical analogy.

Telephoto, macro, wide-angle, and zoom lenses open up the entire spectrum of photographic possibilities. The exciting world we live in grows even more so with the exciting world of interchangeable lenses.

EXTENDING ONE'S REACH: SMC PENTAX LENSES

Here is a full range of superb optics to extend one's reach into the fantasic world of fish-eye, ultra-wide, shift control, zoom, ultra-tele, and reflex (mirror) lens photography. SMC Pentax-M lenses represent a new series in which size and weight are in keeping with that of the Pentax ME and MX cameras. Since the same Pentax K mount is utilized, these ultra compact and lightweight lenses may be used with equal advantage on any Pentax K camera as well.

●Type	●Name of Lens	●Minimum Aperture	●Angle of View (Degrees)	●Lens Construction (Groups-Elements)	●Diaphragm	●Minimum Focusing Distance m.	ft.	●Maximum Diameter & Length (mm x mm)	●Weight gr.	oz.	●Filter Size (mm)
Fish-eye	SMC Pentax Fish-Eye 17mm f/4	22	180	7–11	FA	0.2	0.66	64.5 x 34	234	8.19	BI
Ultra-wide-angle	SMC Pentax 15mm f/3.5	22	111	12–13	FA	0.3	1.0	80 x 81.5	550	19.25	BI
	SMC Pentax 18mm f/3.5	22	100	11–12	FA	0.25	0.79	63 x 61.5	328	11.48	BI
	SMC Pentax 20mm f/4	22	94	10–12	FA	0.25	0.8	63 x 57	300	10.5	58
	SMC Pentax 24mm f/2.8	22	84	8–9	FA	0.25	0.79	63 x 41.5	194	6.79	52
	SMC Pentax 24mm f/3.5	22	84	8–9	FA	0.25	0.8	63 x 46.5	248	8.68	58
Wide-angle	SMC Pentax 28mm f/2	22	75	8–9	FA	0.30	1.0	62.5 x 69	423	14.8	52
	SMC Pentax-M 28mm f/2.8	22	75	7–7	FA	0.30	1.0	63 x 31	156	5.50	49
	SMC Pentax 30mm f/2.8	22	72	7–7	FA	0.30	1.0	63 x 39.5	215	7.52	52
	SMC Pentax 35mm f/2	22	62	7–8	FA	0.35	1.2	63 x 56	283	9.9	52
	SMC Pentax-M 35mm f/2	22	62	7–7	FA	0.30	1.0	63 x 42	205	7.18	49
	SMC Pentax-M 35mm f/2.8	22	62	6–6	FA	0.30	1.0	63 x 35.5	174	6.14	49
	SMC Pentax 35mm f/3.5	22	62	4–5	FA	0.35	1.2	63 x 35.5	161	5.64	52
Standard	SMC Pentax-M 40mm f/2.8	22	56	4–5	FA	0.60	2.0	63 x 18	110	3.88	49
	SMC Pentax 50mm f/1.2	22	46	6–7	FA	0.45	1.5	65 x 48.5	385	13.48	52
	SMC Pentax 50mm f/1.4	22	46	6–7	FA	0.45	1.5	63 x 41.5	265	9.28	52
	SMC Pentax-M 50mm f/1.4	22	46	6–7	FA	0.45	1.5	63 x 37	238	8.4	49
	SMC Pentax-M 50mm f/1.7	22	46	5–6	FA	0.45	1.5	63 x 31	185	6.53	49
	SMC Pentax 55mm f/1.8	22	43	5–6	FA	0.45	1.5	63 x 39	221	7.74	52
	● SMC Pentax 55mm f/ 2	22	43	5–6	FA	0.45	1.5	63 x 39	227	7.95	52
Telephoto	SMC Pentax 85mm f/1.8	22	29	6–6	FA	0.85	2.75	64 x 56	331	11.59	52
	SMC Pentax-M 100mm f/2.8	22	24.5	5–5	FA	1.0	3.3	62.5 x 55.7	225	7.88	49
	SMC Pentax 105mm f/2.8	32	23	4–5	FA	1.2	4	62.5 x 63	294	10.29	52
	SMC Pentax 120mm f/2.8	32	21	4–5	FA	1.2	4	62.5 x 74.5	355	12.43	52
	SMC Pentax 135mm f/2.5	32	18	6–6	FA	1.5	5	67.5 x 85.9	470	16.45	58
	SMC Pentax-M 135mm f/3.5	32	18	5–5	FA	1.5	5	62.5 x 65.7	276	9.74	49
	SMC Pentax 150mm f/4	32	17	5–5	FA	1.8	6	62.5 x 96	338	11.83	52
	SMC Pentax 200mm f/4	32	12	5–5	FA	2	6.5	65 x 137	516	18.06	58
	SMC Pentax-M 200mm f/4	32	12	5–6	FA	2	6.5	63.5 x 111.0	405	14.18	52
Ultra telephoto	SMC Pentax 300mm f/4	32	8	5–7	FA	4	13	85 x 188	942	32.97	77
	SMC Pentax 400mm f/5.6	45	9	5–5	M	8	27	85 x 277	1.240	43.4	77
	SMC Pentax 500mm f/4.5	45	5	4–4	M	10	35	126.5 x 440	3.330	116.6	52
	SMC Pentax 1000mm f/8	45	2.5	5–5	M	30	100	143 x 738	5.250	183.8	52
	※ SMC Pentax Reflex 1000mm f/11	—	2.5	4–6	ND	8	26.24	119 x 248	2.300	80.5	BI/52
Zoom	SMC Pentax Zoom 45~125mm f/4	22	50.5–20	11–14	FA	1.5	5	69 x 127	612	21.42	67
	SMC Pentax Zoom 85~210mm f/3.5	32	29–12	11–12	FA	3.5	6.23	76.5 x 207.5	1.050	36.75	67
	SMC Pentax Zoom 85~210mm f/4.5	32	29–11	10–11	FA	3.5	12	67.5 x 217.5	739	25.87	58
	SMC Pentax Zoom 135~600mm f/6.7	45	18–4	12–15	M	6	20	105 x 582	4.070	142.5	52
Macro	SMC Pentax-M Macro 50mm f/4	32	46	3–4	FA	0.234	0.77	63 x 42.5	160	5.6	49
	SMC Pentax-M Macro 100mm f/4	32	24.5	3–5	FA	0.45	1.48	64.6 x 77.5	355	12.43	49
	SMC Pentax Bellows 100mm f/4	32	24.5	3–5	FA/M	—	—	60 x 40	186	6.51	52
Shift	SMC Pentax Shift 28mm f/3.5	22	75	11–12	M	0.3	1.0	80 x 92.5	611	21.39	BI

BI···· Filters built-in **FA**····Fully automatic **M**····Manual **ND**····ND filters built-in ●····Supplied only with K 1000 ※····Available in summer 1977

11 REASONS WHY PICTURES TAKEN WITH AN ASAHI PENTAX ME ARE SHARPER

1. Pentax Panoramic Viewfinder
The image seen through the viewfinder is BIGGER; hence, accurate focusing is assured. Furthermore, the image is BRIGHTER, guaranteeing pin-point focusing accuracy even in the dimmest surroundings.

2. Multiple Focusing Aids
Some users like split-image focusing. Others are fond of micro-prism aids. Still others prefer to focus on a ground glass. The ME offers all three: split-image circle surrounded by a micro-prism collar centrally located in a ground glass field. No matter how you view it, focusing was never easier.

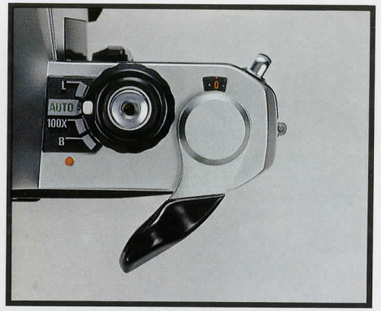
3. Less Mirror Shock
Virtually all other cameras, irrespective of price, have more mirror shock than the Pentax ME. This is verified by the fact that the ME is the quietest (62 phons) camera around. Vibrations due to the rapid movement of the mirror before an exposure are a common source of unsharp pictures, especially when handholding a camera with a telephoto lens. Less mirror shock of the ME means sharper pictures for you.

4. Lightest Camera
Not all vibration is due to mirror shock. Part of it stems from unsteady hands. After prolonged use, the weight of the camera tires the arms, making it difficult to hold the camera steady during the exposure. For this reason, the owner of the world's lightest 35mm SLR, the ME, will have steadier hands and sharper pictures.

5. Smoothest Film Advance
The force required to repeatedly advance the film tires the muscles of the hand causing unsteadiness and loss of sharpness. However, the Film Advance Lever of the ME requires less force (1.5 kg-cm) than any other camera. The result, of course, is untired muscles, steady hands, and sharp pictures.

6. Human Engineering
A steady grip is just as dependent upon the shape and balance of a camera as it is upon its size and weight. With rounded corners, contoured edges, and ideal positioning of the controls, the Pentax ME is designed to perfectly match the configuration of human hands. This is your assurance of a sure grip, and pictures of upmost sharpness.

7. Ideal Shutter Release Button
Another source of camera shake and



unsharp pictures is the Shutter Release Button itself. If it is located in an awkward position, it hinders smooth operation.
A Release Button which requires excessive force to operate is also a cause of camera movement during the exposure. On the other hand, the Shutter Release Button of the ME is unrivaled in location, located just at the position the forefinger naturally comes to rest. Exceptionally large, it accepts the entire ball of the index finger for even distribution of pressure. Its silky-smoothness and feather-touch are synonymous with smooth, uninterrupted performance for scalpel sharp pictures every time.

8. Shutter Speed Read-Out
Another factor leading to unsharp pictures is the use of a shutter speed which is too long ("slow") to guarantee sharp results when handholding the camera. For constant success, use the

shutter speed most closely matching the focal length of your lens as the minimal shutter speed when handholding the camera. To give a few examples, when using a *35mm* wide-angle lens, use a shutter speed of *1/30* sec. or shorter (1/30 - 1/1000 sec.); for a *50mm* standard lens, use at least *1/60* sec. (1/60 - 1/1000 sec.); with a *135mm* telephoto, *1/125* sec.; with a *200mm* lens, *1/250* sec., and with a *500mm* lens, *1/500* sec. (1/500 - 1/1000). As you begin to take a picture with the Pentax ME, a bright red LED illuminates in the viewfinder informing you of the shutter speed and offering you the chance to change it, if necessary (to change the speed, simply rotate the aperture ring). Since the shutter speed is always prominently displayed in the viewfinder of the ME, you are sure of obtaining sharp pictures every time.

9. Superb Pentax Lenses
When all is said and done, a camera is only as good as its lens. All SMC Pentax lenses are manufactured by the world renowned Asahi Optical Company. This is one of the reasons why Pentax cameras, whether 35mm or 6 x 7cm, are among the select few chosen by professional photographers around the world. For sharp pictures, sharp lenses are a prerequisite. When you select a Pentax lens, you are choosing the very finest.

10. Super-Multi-Coating
The sharpness of even the best of lenses

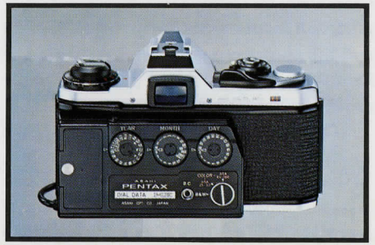
deteriorates when subjected to flare. For this reason Asahi Optical developed the widely-acclaimed SMC Multi-Coating which squelches flare and retains sharpness in all lighting conditions. It goes without saying, that for optimum sharpness one must work with the sharpest of lenses to which the finest of multi-coating has been applied. Lenses meeting this description proudly bear the name, SMC PENTAX.

11. Pentax Precision
Sharpness is also heavily dependent upon flatness of the film plane, as well as accuracy of the distance and flatness of the lens mount, accuracy of the mirror angle and levelness of the focusing screen, to name a few. In other words, precision is of the greatest importance. Asahi Optical Company is internationally recognized as a leading manufacturer of precision instruments for industry, science and the photographic field. Choose Pentax for the pinnacle in precision cameras.

A VAST ARRAY OF ACCESSORIES AWAITS THE ASAHI PENTAX

• DIAL DATA ME

The Back Cover of the Pentax ME is instantly removable and interchangeable with a unique accessory: Dial Data ME. Dial Data ME is a compact, easy to use data back. It attaches to the ME in an instant and makes it possible to "dial-a-date." Simply spinning the three dials on the Data Back to the appropriate position will enable you to imprint the date (year, month, and day) in the corner of the frame. The cord of the Data Back is plugged into the X-Sync Terminal of the camera body, and as the exposure is made, the date is automatically imprinted upon the film. Dial Data ME allows you to keep an accurate record of your life, cherished memories taking on a deeper meaning because of the date which is clearly recorded on each photograph. In place of the date, it is possible to imprint technical data: aperture, shutter speed, and frame number (0 - 36). For scientific applications, the letters A - M and numerals 0 - 36 may be used for classification.



• A NEW VIEW ON LIFE

The army of accessories awaiting the ME user complements the outstanding SMC Pentax family of lenses by helping to give the photographer a new view on life. A close-up view, for example, with the help of Extension Tubes K, Helicoid Extension Tube K, Reverse Adapter M, Auto-Bellows K, Microscope Adaptor K, Slide Copier K, Copy Stand III, or Copipod (4-legged copy pod). And a worm's eye view with Refconverter M. Or an enlarged view with Magnifier M. To add some color to your view, a full range of filters is also available.

Additional accessories include Eyepiece Correction Lenses, 49 - 52mm and 52 - 49mm Adaptor Rings, Adaptor K for 6 x 7 lenses, Adaptor K for S lenses, Lens Hoods, Lens Caps, Cable Releases, Electronic Flash, Table Clamp, Stereo Adaptor Set, camera and lens cases, and Spacer Ring for mounting the ME(equipped with a large diameter lens) on a tripod. No matter how you wish to view the world about you, the ME will help you see things your way, automatically.

CHECK LIST OF ME FEATURES

1. Smallest automatic 35mm SLR.
2. Lightest automatic 35mm SLR.
3. Tough camera for years of photographing pleasure.
4. Lowest noise level.
5. Smoothest film advance.
6. Film Advance Lever with short 135° throw.
7. All electronic for accuracy, durability, and compactness.
8. GPD's for the ultimate in exposure accuracy.
9. Large, brilliant Pentax Panoramic Viewfinder for focusing ease.
10. Three-way focusing: Split-Image, Micro-Prism, Ground Glass.
11. LED Shutter Speed Read-Out for maximum visibility, and shutter speed selection.
12. 92% of picture-taking area visible for accurate framing of the subject.
13. Large, nearly life-size image with standard lens for viewing comfort.
14. Built-in Battery Check Circuit.
15. Built-in Stabilizer Circuit.
16. Built-in Hold Circuit.
17. Built-in Micro-Computer to handle all exposure problems instantly.
18. Aperture-Priority for stepless range of shutter speeds and automation under all conditions.
19. Comprehensive range of shutter speeds: 1/1000 - 8 secs.
20. Extensive ASA range: 12 - 1600.
21. Broad exposure measurement range: EV 1 - 19 (with f/1.4 lens, 100 ASA).
22. Center-Weighted exposure measurement for accuracy regardless of how the camera is held.
23. Seiko MFC metal shutter for quiet performance and durability in all temperature extremes.
24. Shutter Release Lock to prevent accidental release of the shutter.
25. Shutter Cocked Indicator which serves as a warning to lock the Shutter Release Button.
26. "Invisible Shutter Speed Dial" for accurate, rapid, and foolproof operation.
27. Exposure Compensation Dial for artistic control or exposure correction.
28. "Magic Needle" Loading for quick, safe, and sure loading.
29. Film Transport Indicator to confirm that film is travelling through the camera correctly, or that it is safe to open the camera.
30. Memo Holder for instant identification of film type.
31. Unique Meter Switch incorporated into the Film Advance Lever, Shutter Release Button, and Release Button Lock.
32. Hot Shoe for cordless connection of electronic flash.
33. Built-in circuit breaker in Hot Shoe for safety.
34. Self-Timer for added versatility.
35. Two readily available and inexpensive 1.5V silver oxide batteries serve as power source.
36. Accepts auto winder for motorized film transport.
37. Accepts Data Back for imprinting of the date upon the film.
38. Accepts approximately 40 superb Pentax lenses.
39. All lenses share Super-Multi-Coating for reduction of flare and ghost images and enhancement of color rendition.
40. System camera backed up by a vast array of accessories.

ASAHI PENTAX ME

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